

Crew and Thermal Systems Division Strategic Communications Initiatives in Support of NASA's Strategic Goals: Fiscal Year 2012 Summary and Initial Fiscal Year 2013 Metrics

Heather L. Paul

NASA Johnson Space Center, Houston, Texas 77058

The NASA strategic plan includes overarching strategies to inspire students through interactions with NASA people and projects, and to expand partnerships with industry and academia around the world. The NASA Johnson Space Center Crew and Thermal Systems Division (CTSD) actively supports these NASA initiatives. At the end of fiscal year 2011, CTSD created a strategic communications team to communicate CTSD capabilities, technologies, and personnel to internal NASA and external technical audiences for collaborative and business development initiatives, and to students, educators, and the general public for education and public outreach efforts. The strategic communications initiatives implemented in fiscal year 2012 resulted in 707 in-reach, outreach, and commercialization events with 39,731 participant interactions. This paper summarizes the CTSD Strategic Communications metrics for fiscal year 2012 and provides metrics for the first nine months of fiscal year 2013.